

University of Montana

ScholarWorks at University of Montana

University of Montana News Releases, 1928,
1956-present

University Relations

4-25-2000

Montana Public Radio surpasses fun-raising goal

University of Montana–Missoula. Office of University Relations

Follow this and additional works at: <https://scholarworks.umt.edu/newsreleases>

Let us know how access to this document benefits you.

Recommended Citation

University of Montana–Missoula. Office of University Relations, "Montana Public Radio surpasses fun-raising goal" (2000). *University of Montana News Releases, 1928, 1956-present*. 16606.
<https://scholarworks.umt.edu/newsreleases/16606>

This News Article is brought to you for free and open access by the University Relations at ScholarWorks at University of Montana. It has been accepted for inclusion in University of Montana News Releases, 1928, 1956-present by an authorized administrator of ScholarWorks at University of Montana. For more information, please contact scholarworks@mso.umt.edu.



The University of
Montana

UNIVERSITY RELATIONS • MISSOULA, MT 59812 • 406-243-2522 • FAX: 406-243-4520

NEWS RELEASE

This release is available electronically on INN (News Net.)

April 25, 2000

Contact: K.D. Wilson, Montana Public Radio, 243-4214 or (800) 325-1565.

MONTANA PUBLIC RADIO SURPASSES FUND-RAISING GOAL

MISSOULA —

Montana Public Radio exceeded its fund-raising goal by \$11,000 during Public Radio Week April 1-9, earning \$326,000 from 3,642 loyal listeners. The money raised accounts for about one-third of Montana Public Radio's annual budget.

Dogs once again beat the cats in the fund-raiser's ritual finale, "Pet Wars." This annual conclusion to nine days of on-air fund raising is a frenzied evening of phone calls from listeners who pledge their support in the name of their beloved furry, feathered and scaly pets. Every critter is listed and tallied, and every description, remark and memorable comment read on the air. This year there were 961 pledges and votes for dogs and 933 for cats.

Many callers responded to 21 challenges issued during the week, in which individuals or businesses offered more than \$15,000 as various types of matches for donations. Examples included \$1 for every \$3 pledged or \$1,000 if the station reached a certain goal by noon.

Listeners also donated 1,990 gifts, called premiums, that were given to those who gave to public radio. These included chiropractic care, a hemp laptop case, a load of lumber, assistance in the garden, cheesecakes, cookies, a \$1,000 sapphire ring and a week at a Hawaiian condo.

-more-

The fun-raiser featured two broadcasts of the popular "A Prairie Home Companion" show that were recorded in Butte last June. It also included a live classical music performance in the station's studios, a "Morning Freeforms" program in which the show's hosts and phone volunteers were bedecked in tiaras and an entire afternoon of Celtic music.

Montana Public Radio receives money from its listeners at times other than Public Radio Week, especially at the end of the year. The station also raises money from businesses and individuals who pay for sponsoring various programs, and it has a planned giving program, memorial program and an endowment.

###

KW/cbs

Local, specialized western

Pubrad.rl